

*Please mute your audio and
turn your camera off*

2021-22 Career Pathway Showcase Series on Work-based Learning

“School-Based Enterprises (SBE) and Student Entrepreneurial Experiences (SEE)”

January 18, 2022



WISCONSIN DEPARTMENT OF
Public Instruction
Jill K. Underly, PhD, State Superintendent

Today's Guest Presenters



Racine Unified School District

- **Keith Wartzenuft (Educator; HS Branch Advisor)**
- **Genessa Evans (HS Credit Union Manager; ECU Marketing Youth Apprenticeship Student))**

School District of Holmen

- **Heather Breske/Haley Hesselberg (Educators)**
- **Madeline Beinborn HHS Student**
Human Resource Manager-Bundled Up Model Store Experience



Reporting Work-based Learning

In order to report SBE and/or SEE, it MUST:

- involve sustained interactions (at least 90 hours), either paid or unpaid, with industry or community professionals.
- take place in real workplace settings as practicable or simulated environments at an educational institution.
- foster in-depth, firsthand engagement with the tasks required in a given career.
- align with a course (minimum one semester).
- include a training agreement between the student, employer/business, and school defines the roles and responsibilities of the student, the employer, and the school.
- include regular, periodic oversight and interactions with employers or community members from the industry related to the assigned work.

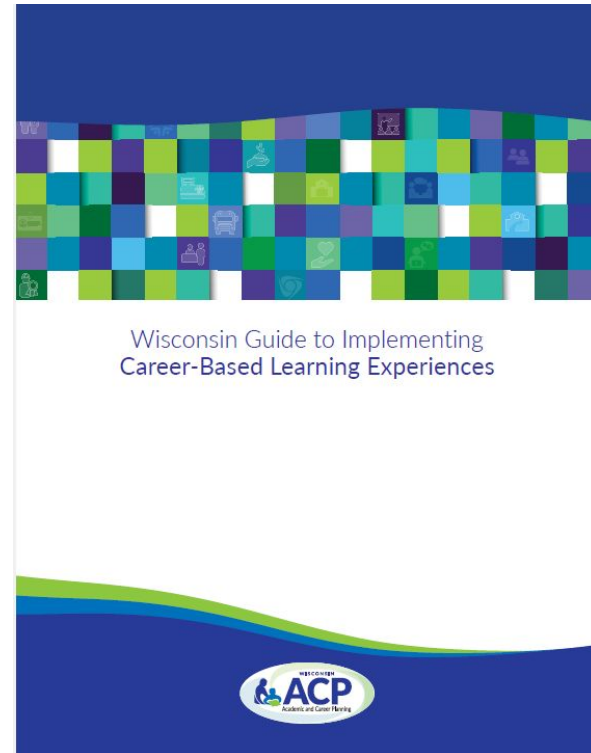
Learn more about reporting WBL here:

<https://youtu.be/tiq6j8EHaUs>



CBLE Guide

**Learn more about how
work-based learning fits into
the broader continuum of
career-based learning in our
guide (coming soon) at**
<https://dpi.wi.gov/acp/career-based-learning>



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Racine Unified School District

Academies of Racine: Community Partner



Program Overview:

- **Course Alignment:** [Retailing and Promotion Principles \(full year course; 1 credit\)](#)
- Transcribed credit with Gateway Technical College
- Capstone Experiential Learning Experience - Level 3 (Senior) Marketing Pathway - Academies of Racine - Case High School Business and Culinary Arts Academy Course
- Hands on Learning Lab
- Project Based Learning (PBL) Curriculum
- Practical real world workplace setting and environment - paid for and installed by ECU
- ECU Mentor; member Education & Outreach Representative



Course Guide Menu

ACADEMIES OF RACINE - CASE

Business & Culinary Arts

Accounting

Business

Marketing

Culinary Arts

Computer Science, Education & Technical Services

Computer Science

Construction

Education

Engineering

Fabrication & CNC Machining

Health Sciences

Biomedical Sciences

Health & Protective Services

ACADEMIES OF RACINE - HORLICK

Business & Culinary Arts

Accounting

Business

Marketing

Culinary Arts

Education & Technical Services

Construction

Engineering

Manufacturing & Industrial Maintenance

Information Technology Network Support

Education

Health, Protective Services & Aviation

Biomedical Sciences

Health & Protective Services

Aviation

ACADEMIES OF RACINE - PARK

Business & Culinary Arts

Accounting

Business

Marketing

Information Technology

Culinary Arts

Health, Protective Services & Education

Health & Protective Services

Biomedical Sciences

Education

Leadership, Automotive, & Technical Services

AVIATION

Automotive

Construction

Robotics & Mechatronics

Engineering

RACINE ALTERNATIVE LEARNING (RAL)

THE REAL SCHOOL

Electrical Engineering

Advanced Manufacturing/Robotics

Computer Numeric Control (CNC)

WALDEN III

PAC/BOI

DEPARTMENT PAGES

Advanced Placement

Art

Business, Marketing & Information Technology

Counseling

English

English Language Learner

Family and Consumer Science

Mathematics

Music

Physical Education

Health Education

Science

Social Studies

Technology and Engineering Education

Theater Arts and Speech

Virtual Learning

World Languages

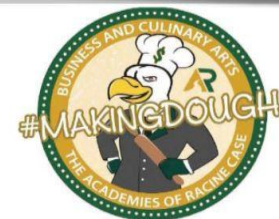
Workplace Learning Programs



Pathway Planner

Academies of Racine Case – Marketing

A pathway planner illustrates a suggested sequence of courses for students.



| Graduation Requirements | Grade 9 | | Grade 10 | | Grade 11 | | Grade 12 | |
|------------------------------|--|--------------------|---|-----------------------------|---|----------------------|---|------------|
| | Semester 1 | Semester 2 | Semester 1 | Semester 2 | Semester 1 | Semester 2 | Semester 1 | Semester 2 |
| English (4 Credits) | Pre-AP Advanced English 9 ELA for Bilingual 1 | | English 10 Pre-AP Advanced English 10 Pre-IB American Literature ELA for Bilingual 1 | | English 11 Advanced English 11 IB Literature II ELA for Bilingual 2 | | English 12 IB Literature II ELA for Bilingual 2 Literature of Sports Science Fiction Creative Writing Mystery: Motive, Means, & Opportunity Contemporary Literature Shakespeare Writers of the Modern World English Usage/Writing Literature & Media Studies | |
| Science (3 Credits) | CP Biology | | Chemistry Intro to IB Chemistry Earth and Space Science | | Chemistry in the Community Physics IB Chemistry IB Biology 1 IB Physics 1 Ecology Horticulture | | IB Biology 2 IB Physics 2 | |
| Math (3 Credits) | Algebra 1 CP Geometry | | Geometry CP Geometry Algebra 2/Trig | | Algebra 2 Algebra 2/Trig Statistics Applied Technical Math IB Mathematics: Analysis & Approaches SL1 IB Mathematics: Analysis & Approaches HL1 | | IB Mathematics: Analysis & Approaches SL2 IB Mathematics: Analysis & Approaches HL2 IB Mathematics: Applications and Interpretation SL | |
| Social Studies (3.5 Credits) | Recent U.S. History | | World History Intro to IB History | | IB History 1 American Government US Government Economics Economic Theory | | IB History 2 Sociology Sociology Theory | |
| Phy Ed (1.5 Credits) | Phy Ed 9 | | Phy Ed Elective | | Phy Ed Elective | | | |
| Health (.5 Credits) | | Health | | | | | | |
| Fine Arts (1 Credit) | Fine Arts (Choice) | Fine Arts (Choice) | | | | | | |
| Pathway Credits (3 Credits) | Freshman Seminar | | Business Seminar | Computers for Professionals | Selling Principles | Marketing Principles | Retailing & Promotion | |
| Electives (6.5 Credits) | World Language | | World Language | | | | | |
| Aligned Electives | Keyboarding | Intro to Business | Personal Finance | Employability Skills | Business Law | Entrepreneurship | Income Tax Accounting Accounting Principles and Software Applications Youth Apprenticeship | |



RUSD Case ECU HS Branch



Racine Unified School District

Program:

- In existence 12+ years - 5 ECU HS branches (2022)
- Combined with Retail SBE - The Fan Club & Case
- Students apply to be in program their Junior year (everyone is accepted). Roles and responsibilities in application.
- Specific role for each student within the SBE in addition to being a cashier and teller (considering rotating roles in 2022)
- Advisor trained (refreshed yearly) over the summer
- HS Teacher Advisor paid hourly stipend outside of teacher contacted time by credit union. Students unpaid

Students Earn Store Credit to use - \$3/shift

- Students trained by ECU at beginning of school year or over the summer
 - Operations manual
 - Sign Oath of Office (Training Agreement Coming 2022) - confidentiality
- ECU Financial Support up to \$5000/year
- Students work Minimum of 2-3 shifts per week (approx: 45 min/shift) (90+ hours a year)
 - Open before school, and during lunch daily
- ECU makes regular visits to the class to develop promotions, audit branch, and mentor students.



Racine Unified School District

Branch Features:

- ATM
- Loan payments
- Withdrawals
- Deposits
- Transfers
- Online banking
- Mobile banking
- Account opening
- Financial literacy/support

Goals of the partnership:

- To provide financial education & bring financial services to school students and staff

Branch Operations:

- Ran by students and high school staff
- Open to exclusively to school population
- “Offline” transactions. - daily paperwork is hand delivered to local ECU branch by advisor
- Transaction and withdrawal limits

\$10 students; \$100 staff - ATM available for larger transactions.



Racine Unified School District

Promotions:

- Students develop seasonal promotions through the Retailing and Promotions Principles course.
- Encourage peers to use the ECU branch
- Collaboration with the Retail SBE - students that shop in the school store see the branch)

Students Celebrated For Their Work

- Parties, prizes, food, \$



YOU'RE INVITED!
MONDAY OCTOBER 4TH
• WHERE: CASE SCHOOL STORE & ECU
BRANCH - CHS CAFETERIA
• WHEN: ADVISORY 7:15AM - 7:45AM
GIVEAWAYS! SALES! RAFFLES!
RIBBON CUTTING @ 7:30AM



10.4.21 - 10.15.21
WIN...



WHERE: CASE SCHOOL STORE &
ECU BRANCH - CHS CAFETERIA

GIVEAWAYS! SALES! RAFFLES!



Today's Guest Presenters

School District of Holmen

- Heather Breske/Haley Hesselberg- (Educators)
- Madeline Beinborn- HHS Senior-Manager Bundled Up



Career & Technical
Education

WISCONSIN
ACP
Academic and Career Planning

Pathways
WISCONSIN



School District of Holmen

Holiday SBE Pop - Up - Entrepreneurship Course

- Model Store Project
- Departments (Management, Sales, Human Resources, Interactive Media, Promotions, Operations)
- Field Trips
- Community Connection

Student Entrepreneur(s)

- Multiple students past/present
DJ, Accessories Store, Lawn Care, Foam Entertainment Business, Moving Services, Ice Cream Parlor



Upcoming Career Pathway Showcase Series Sessions

| Date | Topic |
|------------|---|
| March 15th | State Certified Co-op and Internship or local co-op |
| April 19th | Youth Apprenticeship |
| June 14th | Supervised Agricultural Experience (SAE) |



Thank You For Attending!

Tim Fandek timothy.fandek@dpi.wi.gov

Stay Informed though...

Listservs - send an email with the subject “subscribe” to:

- ACP Listserv subscribe-acplist@lists.dpi.wi.gov
- School Counseling Listserv subscribe-wcscp@lists.dpi.wi.gov
- CTE Listserv subscribe-ctelist@lists.dpi.wi.gov

